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EXTENSION SERVICE

Review

NOVEMBER 1954

Special Marketing Issue



Market Bound

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This issue of the REVIEW is devoted almost entirely to marketing because of the current emphasis on this area of work. Extension has been called upon to do a job in marketing and, as partner of research, we will meet this challenge.

C. M. Ferguson

Ear to the Ground

• It's safe to say that sounds I've heard as I've tuned in on this big, wonderful extension organization are everything but monotonous. The desire to be heard sometimes clashes with the harmony of groups working together, but that seems to be a human failing . . . or perhaps a virtue.

• In putting together the December issue, our annual Reports number, we have drawn heavily on agents' stories of outstanding, or occasionally just typical, activities. We hope these serve to illustrate, as well as our limited space permits, the extension agents' busy days. You probably have many better stories in your own report. If so, please send us a sample for next year's national roundup.

• You will find inspiration to keep better records of your work in D. W. Watkins' article on "The Value of an Annual Report." Mr. Watkins is Director of Extension in South Carolina.

• Following are some of the banner titles which will flag your attention to the stories from about 22 States: Improved Pastures, Soil and Water Conservation, Quality Crops and Herds, Home and Community Improvement, Interest in Public Affairs, Marketing and Consumer Education, Finer Family Relationships, and Health and Food Habits.

• A salute to county extensionists is recorded in Secretary Benson's talk to the county agricultural agents when he praises them for their work in helping to put new methods and developments into use. The keynote of our December number is "Adapt to changing conditions and integrate all efforts."

CWB

EXTENSION SERVICE
Review

**Official Organ of the
Cooperative Extension Service
U. S. Department of Agriculture
Washington 25, D. C.**

VOL. 25

NOVEMBER 1954

NO. 11

Prepared in Division of Information Programs

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

Expand Your Marketing Education Program

"A warehouse is no substitute for a dining room table."

J. EARL COKE

Assistant Secretary of Agriculture*



WITHIN the lifetime of most of us, American agriculture has enjoyed tremendous progress. A man-hour of farm labor is now turning out about two and a third times as much production as it did 40 years ago. Just since the beginning of World War II, the output of our agricultural plant has risen some 44 percent. This is a most excellent record—a great tribute to our farmers. Broadly speaking, however, the distribution of farm products has not kept pace with our ability to produce.

If the Nation is to benefit from our production advances, and from those in the offing, we must increase our knowledge of how to place more of this production in the hands of consumers, and to do so more efficiently. This knowledge can be achieved in much the same manner as our production miracles were brought about through greater research and greater education.

The Agricultural Extension Service, with its roots set firmly in the soil of county and community leadership, must provide the communications and understanding which will help bridge the ever widening gap between producers and consumers of food and fiber.

The fact that on the average more than half of the food dollar was spent for distribution points to the need for a continuing and concerted

search for more efficiency in distribution methods, improvements in handling and packaging agricultural products, new processing techniques and procedures, and lower costs at all stages of marketing.

A sizable part of the increase in marketing costs also stems from the fact that consumers want more service. Frozen vegetables ready to put in the kettle are preferred by many housewives to those that have to be cleaned, cut up, and otherwise prepared. Many home cooks would rather buy a cake mix than all the ingredients that would otherwise be necessary. This means that the housewife has to spend less time in the kitchen. But somebody has to do the work, and someone has to pay for it.

Follow Product to Consumer

Educational work in marketing has many associates. We are most familiar with the requirements of producers. We know we cannot dissociate production from marketing. It is not production per se but production as it relates to the market. We must follow the product through to the consumer. This involves not only those practices which increase production, but those which affect quality—such as spray residue, packaging, refrigeration, and transportation.

We need to continue and to intensify educational and demonstrational work with producers, toward the

ends of increasing efficiency in marketing of agricultural products. In addition to producers, however, there is need to work with many others—with handlers, processors and packers, wholesalers, retailers, and consumers.

Cumulative maladjustments bring disaster. We have learned the hard way in the past few years that production alone does not constitute real abundance, that *"a warehouse is no substitute for a dining room table."* To provide better living for our people and thereby capture the real meaning of abundance, we must produce the things that can be used and then we must distribute them.

We are entering a period unlike any in our previous history. It is a period that holds vast promise, if we succeed in gearing our efforts to the times. We have at hand all the essentials for building a continuously expanding, phenomenally productive economy. We have the natural resources. We have the factories and the farms. We have the workers with great mechanical skills. This is a time for bold, well conceived action. It is, in short, a time for a well-matched team of agriculture, labor, industry, and government to pull together toward the higher standards of living, using the great abundance we are so capable of producing.

* Mr. Coke resigned, effective Nov. 15, 1954, to return to California as State Director of Extension Service.

Extension Accepts *the Marketing Challenge*

RUSSELL L. CHILDRESS, Federal Extension Marketing Economist

THE EXTENSION SERVICE in general and the county agent in particular have done a magnificent job in helping farmers increase agricultural production. They must continue to work to increase the efficiency of farm production. At the same time, however, Extension has been asked to take on another job—marketing. Marketing is nothing more than the counterpart of production. The many services and functions performed by marketing firms and agencies today have enabled the farmer to specialize more on production. Also, many conveniences and services performed by the marketing system today were previously done in the home. Today the homemaker has more time to work in the labor force to supplement the family income. This trend in specialization of production and marketing has permitted commercialization and mechanization to be effected on a greater scale.

The production of food in the United States amounts to over \$20 billion annually to the farmer. Of the consumer's dollar spent for food today, the farmer receives 44 cents, and this proportion is likely to diminish as the trend is for both the consumer and the farmer to ask marketing firms to perform more and more services.

The consumer is demanding prepackaged fruits and vegetable salad mixes, partially prepared and pre-cooked foods, and many other services and conveniences formerly performed in the home. Likewise, the farmer is asking marketing firms and organizations to grade, precool, prepackage, and transport his products several hundred miles to large city markets where they are likely to be handled by a broker, wholesaler, commission merchant, jobber, and retailer. This specialization has



L. A. Bevan (left), an ex-marketing specialist, discusses quality and selection of produce with C. M. Ferguson, Federal Extension Service Administrator. Mr. Bevan is now director of extension in New Hampshire and chairman of the National Extension Marketing Committee.

resulted in a complex and intricate marketing system.

Many county and home demonstration agents are doing some work in marketing. Some are devoting considerable time to it, as is indicated in other articles in this issue.

Extension is being asked to increase its efforts in this important field. Recently, the Agricultural Marketing Act of 1946 asked the Department of Agriculture and the land-grant colleges, through their experiment stations and extension services, to give more emphasis to off-the-farm marketing. Most States have increased their marketing research and extension personnel at the State level significantly. However, much remains to be done to adequately increase county personnel to meet the need.

The county agent will be vitally affected as educational programs in marketing are expanded. State extension directors in Chicago last May indicated that more extension work should be undertaken with food handlers, processors, wholesalers, retailers, and consumers. An expanded marketing program with handlers should be an integral part of the overall extension program, and the county agent should play an important part in this phase of work.

There are many ways extension workers at the county level can contribute toward an expanded marketing program. The Division of Agricultural Economics Programs of the Federal Extension Service stands ready to assist counties and districts
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Food Merchandising Education in Vermont

GEORGE ENGLAND, Instructor and Assistant Agricultural Economist, Vermont

VERMONT extensioners entered the field of food merchandising for food wholesalers and retailers with a trial clinic in Brattleboro over a year ago. In accordance with the usual extension methods, the cooperation of local leaders was enlisted, in this particular case, grocers and wholesale fresh fruit and vegetable dealers. Three meetings were planned, based on local problems and a typical operational plan at store level. We wanted to keep our work with the trade on a factual, demonstrational basis. The meetings dealt with reducing spoilage losses, ordering and buying of produce, and preparation for display.

Based on this first experience, a second school was planned for the Burlington area, located in the northwestern part of Vermont. This time, responsibility for this clinic was shared with the distributive education department of the State of Vermont and Burlington High School.

From the experience gained in these initial efforts, a series of 10 meetings was developed and planned for the Burlington area, by a three-man committee, one representative each from the high school, the State department of education, and Extension. The committee realized that instruction in the field of grocery merchandising was a fairly new adventure for most of us. Because this is a very broad field, care was taken to fully outline our program, noting those in which local growers had special interest.

When the final subjects were determined, specialists in the various fields were called in to help plan a more detailed program. Their suggestions, plus those from the New England extension staff and the marketing specialist from Boston, contributed a great deal to the success

of the series. Because of their importance two meetings were planned on meats and two on fruits and vegetables.

As finally drawn up, the subjects were:

Customer Relations Pay Dividends
Reducing the "Bottleneck" at the Checkout Counter

More Than "Meats" the Eye
Frozen Foods—a "Hot" Item
Streamlining Staple Merchandising Displays

Selling Vermont Products Successfully

More Dollars Than Cents From Your Poultry Sales, and
Fresh Fruits and Vegetables

Our objective was to provide information that could be applied quickly and profitably by those attending the programs. Believing it desirable to utilize all available resources of the trade, the committee carefully selected the best men available in the field to discuss the subjects, men from the trade quarters, for the most part.

These men were in the business

and able to speak from firsthand experience. Although they in no way advertised the product or company they represented, their employers were glad to have them participate in the meetings.

Two hours was allotted each specialist for explaining, demonstrating, and answering questions. The specialists were to introduce new ideas as reported by research, or observe in current practice and then serve as discussion leaders. If the subject could best be handled by pictures, they were used. Few technical terms or methods were used at these meetings because of the varied experiences of those attending. The underlying theme was *how grocers could profit through better customer relationships, increased efficiency, or improved operations.*

The first meeting of the new series dealt with Customer Relations. The number attending this meeting was not large, and it was difficult for the speaker to break through the formal air which hung over the

(Continued on page 229)



Louis W. Norwood, food merchandising specialist of the Boston regional extension office, (left) meets with a discussion group in Vermont.

Welcome Is the New Market

SAM CARSON, Assistant Editor, Tennessee

OSCAR L. FARRIS, county agent in Nashville, Tenn., informs us that Davidson County's new million dollar farmers' market is scheduled to be in operation by December 1. This market development represents the first move from a site given the city of Nashville by North Carolina in 1784. Actually, the site followed by only 5 years the building of Fort Nashborough, first settlement of note west of the Cumberland Mountains.

Expansion and a need to abandon the congested public square were two big factors which motivated the change. For the past decade, farm trucks and automobiles have congested the public square.

It was early in 1930 that Federal aid was accepted for building a market house and maintaining an open space, without sheds, just off the public square. A city-county building replaced the ancient city hall and market house. But the congestion remained.

Farmers were permitted to occupy the square at nights and the adjoining parking lot by day. This situation helped speed up crosstown traffic. Also, before bus lines supplanted trolleys, a transfer station faced the square and patrons flocked to the market in hordes.

As an example of the volume of business done, 13,000 carloads of fruits and vegetables alone were sold in 1949, with gross sales of over \$19,000,000. Local farmers supplied more than 2,000 carloads. Thirty-five percent of the total handled came by rail from 35 States. Of the outside products, California supplied 23 percent; Florida and Idaho were next highest. In addition, the equivalent of 6,330 carloads came to the public square by truck from 27 Tennessee counties.

It was that same year, 1949, that the Farm Bureau, Nashville Trades and Labor Council, Nashville Chamber of Commerce, Davidson County Home Demonstration Clubs, and

other agencies joined in the effort to move the market site and erect suitable sheds and headquarters. Local representatives in the State legislature introduced a bill which provided for a referendum, giving Davidson County the authority to issue a million dollars in bonds. Voters of county and city approved this measure by a ratio of 9 to 1. Newspapers backed the campaign throughout as did practically every civic agency in Davidson County.

The first step taken after the referendum was to obtain the services of the USDA Marketing Division, the University of Tennessee, and the State Department of Agriculture to recommend sites and a suitable plan. The site selected is within a few blocks of the public square, near the wholesale fruit and vegetable area and stockyards.

Sponsors of the new market recognized the changes that have come in a variety of products. Previously, smoked meats, dried fruits and vegetables, and fruits for canning ranked high. Today there is a large variety of fresh fruits, vegetables, eggs, and other farm produce.

The impact of the new produce market for wholesale sales will be large. This phase will be encouraged, as in many counties 50 miles or farther from Nashville, groups of farmers pool their produce.

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Early morning at the Nashville market near new courthouse.



New market nearing completion, showing sheds in foreground, Capitol and other State buildings in background.

They Learn To Grow *and* Sell Grain

MARJORIE ANN TENNANT, Assistant Extension Editor, Kansas

MARKETING ACTIVITY is a "natural" for the 4-H Club members in Kansas, leading wheat producing State of the Nation. With emphasis on grain marketing, especially wheat, 4-H'ers have learned in their crop projects not only production but also the know-how of marketing and processing grain.

"From the seed bin to the table as a slice of bread," is the way Norman V. Whitehair, extension economist in grain marketing at Kansas State College, Manhattan, describes the overall picture of the combined crop projects and the marketing activity. This year almost 3,000 4-H Club members are enrolled in the wheat project.

Kansas agricultural leaders, including the Extension Service and Kansas Wheat Improvement Association, have accomplished much in research and education to increase both the quantity and quality of the Kansas wheat crop. The most recent work has been to determine what varieties of wheat make the types of flour in greatest demand.

The spread of this type of activity to the 4-H Club program is an example of the way in which the Kansas Extension Service is broadening and integrating its programs on production, marketing, and family living. From crops to livestock to home economics projects, the work of the club member is an integral part of the whole extension program.

Three 1-day district wheat shows and tours of grain marketing facilities were the climax of the marketing activity for 4-H Clubs this year. Mr. Whitehair, the three Kansas extension agronomists, and the State 4-H Club department pooled ideas to plan the events. Cooperating with the Extension Service at each show were the American Association of



Kansas 4-H Club boys examine samples of wheat entered in the wheat show. Approximately 3,000 club members in the State are enrolled in the wheat project. Many are becoming interested in grain marketing.

Cereal Chemists, local chambers of commerce and boards of trade, Kansas Wheat Improvement Association, and flour mills and bakeries.

Alice E. Haggans, representative of the Chicago Board of Trade, gave the story of the futures and cash market on each of the wheat show programs. Her discussion gave the 4-H members, their leaders, extension agents, and fathers a background for the visit to the local board of trade.

Whitehair explained the marketing activity and the milling wheat situation in the State. Cereal chemists told the story, "From Wheat to a Loaf of Bread."

A tour of terminal elevators, mills, and bakeries completed the show schedule. The inspection and grading of wheat was one demonstration given for the 4-H'ers and others attending the shows.

Each county was permitted to submit 10 samples of 1954 wheat grown as a 4-H Club project. Each wheat variety was judged as a class. Even though the 4-H wheat project in Kansas recognizes only recommended varieties, weak gluten varieties were accepted at the shows. Observing such entries in samples, milled and baked, gave the club members visual examples of the importance of wheat quality.

Samples for the show were placed in clear glass gallon jars. An additional 5-pound sample was submitted for milling and baking tests. It was necessary to send these samples to the extension agronomists at least 20 days before the show date. Whitehair suggested that composite county samples may be used for the milling and baking tests. In that case, a

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Feeder Calf Sales . . .

A Teaching Technique and a Money Maker

M. W. MULDROW, Extension Animal Husbandman, Arkansas

A SUCCESSFUL marketing plan for feeder calves has been developed in eastern Arkansas in the last 3 years. Much of the success is due to Extension's cow and calf program which dates back at least 10 years.

Beef production in Arkansas has been a sideline business, supplementing the farmers' incomes from their cash crops, cotton and rice. The cattle utilize roughage and grasses on land not suited to cropping. Therefore, it is not a large enterprise.

There had been no market for feeder calves because buyers will not

buy without sufficient volume and uniformity. The gradual improvement in quality which resulted from better breeding and upgrading made it worthwhile to plan centralized sales.

Organized by cattle producers with the advice and counsel of extension workers, cooperative graded calf auctions have been found both profitable and educational.

Breeding schedules were adopted to have 10-month-old calves ready by sale time at weights of 450 to 550 pounds. Calves are not weaned from

dams until brought to market, then they are sorted according to age, type, and sex—a plan designed to meet the desires of feed-lot buyers.

With quality, volume, and uniformity of lot standardized, buyers are easily attracted. This market provides an additional \$10 a head over the prices formerly paid.

Three sales have been held to date. In September, 1953, 891 calves were sold by 37 members of the association. Last April, 930 were consigned by 26 members. The 730 sold at Texarkana and the 520 sold at Marianna in September of this year were lighter than they would have been with normal rainfall.

Only association members can market calves through the sale. They pay annual dues on an inventory basis, each consignor paying a 3 percent commission on total sales.

Present facilities allow penning only 1,500 calves. Depending on uniformity of size and quality, only 1,000 to 1,200 calves can be sorted and graded efficiently.

These sales have not only increased producers' income but through watching the sorting, noting grades, and actually seeing buyers select lots and bid for them, the farmers have learned the need for improving the breeding and management of the beef herd.



Prospective buyers look the calves over before bidding at the sales.

TWO of the major problems facing farmers in Itasca County, Minn., are (1) that of increasing the acreage of cropland in order to expand their farming operations, and (2) to make better economic use of available timber resources.

Itasca County is one of the larger counties in Minnesota. It covers about 2,730 square miles. The 2,210 farms shown in the 1950 census occupied only 15.2 percent of the area in the county.

The remainder was mainly in forest, brush, swamp, and mining property. The cash value of farm products ranks behind the returns from both the iron mines and the timber products. Farms average 118 acres in size with 32 acres of cropland, and approximately 68 acres of woodland per farm.

By improving timber management as well as other phases of farming, it was believed that farmers could make more profitable use of their land and time.

To help bring this about, a forester was employed. The agricultural, home demonstration, and 4-H Club extension agents, who were already well established in the county, helped to introduce him.

To acquaint farmers with the program, newspaper articles were written, radio broadcasts given on the County Agent's Hour, forest-management motion pictures shown, county fair exhibits set up, and other group information methods employed.

Works Closely with Other Agents

Following a farmer's request, the forester visits the farm, and usually makes an overall survey, learning the general farm plan, amount of pasture needed, boundaries for the woodlot, and other information. If the county agricultural agent is not along, notes are taken for him in case the farmer wants advice of an agricultural nature. The other agents reciprocate with any forestry problems brought up on farm visits.

The forester points out the desirability of developing open improved pasture rather than using the woods for grazing. The farmer is shown how to estimate the board feet in a tree and how to scale his logs after

Timber Management for Better Marketing

R. M. DOUGLASS, State Leader, Program Planning, Minnesota

cutting to determine their value. Trees ready for harvest and those which should be left for additional growth are indicated. If logging is to be done, advice is given on products to cut, location of buyers, current prices, and other market information.

In the case of Erick Salmonson in Bigfork Township, who asked for advice on what to cut from his Norway pine woodlot, the forestry agent showed him how to mark his trees. Mr. Salmonson had intended to cut them for sawlogs, but when he learned from the agent that there was a market for bridge piling which would give a much better return, he cut his trees to specifications for this product. Instead of getting \$470 for his wood as sawlogs, he got \$1,400 for piling.

As is the case with all extension workers, the forester has many serv-

ices to offer. Cooperation is given State and Federal Forest Services on fire prevention and to 4-H Clubs on conservation and forestry projects, insect control, home beautification and landscaping, chemical brush control experiments, fence-post treating demonstrations, and other projects.

County Funds Used

At first only Federal funds were available for this program in Itasca County, but when the amount originally allotted was inadequate, the county board of commissioners voluntarily voted to appropriate sufficient funds to meet the budget needs. There is much room for expansion of this type of extension assistance to farmers in Minnesota where they own approximately 5 million acres of commercially important forest land.



Farm forester assists woodlot owner in determining which trees should be cut.

Marketing Plan for

WATERMELONS

Brings \$40,000

More Income to County

ROBERT T. HOBSON
County Agent
Kemper County, Miss.

KEMPER COUNTY is located on the eastern side of Mississippi adjoining the State of Alabama. We cannot boast of having the finest soils of the State, but we do boast of having some of the finest people of the Nation.

Cash income per farm family in Kemper County is low; in fact, it is among the lowest in the State of Mississippi. A one-crop system generally predominated with cotton as the cash crop. Timber is also a leading cash crop. However, most farmers resort to timber marketing as an emergency cash income. Consequently, many of our farmers sell timber too young, but they do so because of short crops and emergency needs for cash.

Farmers, like all business people, are always looking for ways to better themselves financially. In most of the extension meetings, diversification was discussed, but progress in diversifying has been slow. This is caused primarily from the lack of ready cash markets for products other than cotton, timber, and cattle. Also there is a need for knowing how to work with their neighbors in an organized production and marketing program.

Watermelons of good quality have been produced for many years throughout the county. However, the marketing of these melons has been on a local basis—mostly ped-

dling from town to town, or from street corners. This type of market was limited. As a result, production was on a very small scale. The county agent, realizing that watermelons produced in the county were usually of good quality, saw the need for organized production and marketing of this crop.

A countywide meeting of interested watermelon producers was called. The State extension marketing specialist was invited to discuss with the group the possibility of organizing a marketing association and the procedure to follow. He also pointed out other competing production areas and the likely prospects for meeting the competition. As a result of this meeting, application for a charter was signed, the Kemper County Watermelon Marketing Association was organized, and the board of directors and officers elected.

After the organization was perfected, the production specialist in the extension horticultural department was invited to meet with potential growers and give them the latest information on production practices and disease and insect control. The production and marketing specialist recommended that Congo variety be grown.

The producers agreed, that a fee of \$1 plus 4 percent commission on the gross sale of the melons would be charged for membership in the marketing association. A marketing agreement was signed by each producer member. The State extension

marketing department circularized approximately 1,000 over-the-road truckers who buy produce at the shipping points, advising them of the new production area, the location of loading points, the variety, acreage, and quality of watermelons offered. The results have been excellent. The entire melon crop was sold at very satisfactory prices, increasing farm income substantially.

Next year's plans call for the continuance of the same production and marketing program followed this past summer. The watermelon acreage will expand to at least 1,500 acres, and sweetpotatoes will be included in the program.



County Agent Hobson and Sam Stennis
check ripeness of melon.

Twenty-five Years of 5-Acre Cotton Contests

S. C. STRIBLING, Agricultural Editor, South Carolina

OVER 97 percent of last year's cotton crop in South Carolina was one inch in staple length or better. In the period 1925-29, 80 percent of the total crop in the State was of the shorter staple length and unsuited for use by three-fourths of the cotton manufacturing plants in the State.

Based upon production facts and a survey of mill needs, the Cooperative Extension Service in 1926 launched a program aimed at two objectives: (1) To improve the economy of production through better yields per acre; and (2) to improve the quality of the staple. This was a longtime program which necessitated marshal-

ing help from all the persons concerned with growing cotton.

Neither the cotton buyers and manufacturers nor the cotton growers were satisfied with the cotton situation at that time. Predictions were freely made that the State would have to go out of cotton production. In the next 25 years the power of organized demonstration work to affect individual farmers was put to work through the cotton contest.

With \$2,000 for the contests provided by the State Publishing Company, one of the leading newspapers in South Carolina, the program got underway. With the exception of 2



J. Maurice Smith, Johnston, Edgefield County, who one year won the sweepstakes prize of \$1,500 with 8,380 pounds of lint on his 5-acre demonstration — Coker 100 wilt resistant, staple 1-1/16 inches.

depression years, the contest has been held each year since 1926 with State and district prizes provided by cotton manufacturers and county prizes by cotton seed crushers of the State. The Extension Service, through specialists and county agents, has conducted the contest and determined the yields of the contest fields throughout the State each year. Every contestant's farm became a source of better planting seed. Poor-yielding, short-stapled, small-bolled varieties of cotton were gradually weeded out and better production practices were adapted.

Since the contest started, 14,656 contestants have been enrolled. Each planted 5 or more acres in accordance with the provisions of the contest rules. The great majority of these have completed the contest work and have turned in reports on such matters as varieties, yields, fertilizers, seed treatment, spacing of plants in the drill, row width, soil conditions, and insect- and disease-control activities.

From 500 to 800 such reports annually have been received and have built up a huge reservoir of valuable experiences which are summari-

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C. V. Leslie (left) 1953 winner of the cotton contest, discusses the merits of his prize-winning cotton with County Agent J. R. Wood of Pickens County.

IT IS GRATIFYING to see that as a part of the promising future trend in Extension is a greatly expanded program in the field of marketing, embracing urban as well as rural people. It represents important headway in achieving some of the goals for Extension.

Consumers, of course, are the key subjects in all our marketing work, and they must be brought into sharp focus in planning an educational program in marketing.

Perhaps the most important single job in marketing extension work today may be the development of a two-way communications system between farmers and consumers, using marketing agencies to the fullest in supporting that two-way system. What could be accomplished with such an organizational arrangement—one which is anchored at both the producer and consumer level?

One important achievement, clearly resulting in improved marketing efficiency, could be the improved transmission of consumer preferences back to the producer. There was a time when the farmer learned through direct contact what the consumer preferred, and the price he was willing to pay to satisfy that preference. With that link now missing, producers rely heavily upon the price system to learn about trends in consumer preference.

Questions To Answer

While prices do a remarkably efficient job in performing this function, farmers also make good use of educational assistance. Are the price changes temporary fluctuations or part of a trend in preference? Exactly what is responsible for this trend? These are the kind of questions that need answering.

Marketing and processing agencies are important sources of information on consumer preference and can often provide Extension with valuable facts about the preferences and attitudes of consumers. As shifts in the demand for farm products occur quickly it is important to detect them as soon as possible. If extension agents have lines of communication with consumers, either direct or through marketing agencies, they can be of valuable assistance.

Your Opportunities in Marketing Education

"What are our educational opportunities with marketing agencies?" GERALD B. THORNE, Vice President, Wilson Co., Chicago, Ill., spoke on the subject last spring to the Extension Administrative Conference on Expanding Marketing Educational Programs. We give you a few excerpts from his talk.

A sufficiently close relationship should be maintained with our consumer segment so their wants can be crystallized and quickly reflected back to the producer. Relaying this message to producers involves the complicated job of translating consumer preferences into market classes and grades that are readily identifiable. Marketing agencies can be particularly helpful in this field. For example, how heavy does a choice lamb become before he yields a leg of lamb that meets with disfavor in the market because of its size? Is this true in only certain seasons, or the year round? The trade can provide answers to these kinds of questions.

Information concerning food can flow simultaneously in the other direction, that is, to the consumer. She is interested in both quality and price, in both nutrition and best methods of preparation. "Good buys" involve more, of course, than merely being seasonally plentiful and low in price. Here, again, Extension is making an excellent start.

There are other important uses for a two-way communications system. A great lack of understanding exists among producers and consumers alike regarding what goes on in the food marketing and distribution field. We have heard questions on why meat stays so high, why price supports cannot be put on cattle prices just like those on cotton, and why the price of cattle dropped 30 percent while meat prices dropped only around 3 percent.

The biggest bone of contention in

the past year involved the problem of why steaks should sell for nearly \$1 a pound, while live cattle brought only 15 cents. When it is explained that steer and steak of the same grade should be compared, that less than 50 percent of the steer is actually sold over a retail counter, and less than 3 percent of a steer is steak, a very different attitude usually develops.

There is a tremendously big job for food marketing education in just this area alone—an area where there is an abundance of non-controversial facts that are badly in need of dissemination in order to rectify widespread misunderstanding.

Usually overlooked is a consideration of what is received in return

for a widening spread. One of the most startling discoveries during the postwar years has been the fact that the consumer is now willing to pay far more for convenience than ever before; the demand has soared for innumerable products which cut down preparation time in the kitchen.

It seems probable that consumers will continue to emphasize service and convenience, and if so, they will be provided, and the price spread between producers and consumers may continue to increase. Price spreads widened by virtue of such conditions as these should be looked upon with favor, rather than disfavor.

Anchoring the communication line

among consumers is a big job, but some States are far enough along, I believe, to prove that it can be done. The job does require organizations to provide solid points of contact. Direct media are also vital in order to reach maximum numbers.

As the program is launched for including nonfarm groups in the extension program, major attention must be given and adequate funds provided for refining and perfecting techniques of presentation. Such intense competition exists today for gaining the public's attention that techniques which were once adequate will no longer suffice. It simply means that a larger proportion of funds than ever before must be allocated for equipment and facilities, as contrasted with personnel and travel.

Information must be prepared from the point of view of the group to whom it is to be presented. Subject matter for consumers will capture their attention only if it clearly involves the welfare of the consumer. The same holds for work with marketing agencies or any other group.

My final thought is one that may sound presumptuous, especially since it has been repeated so many times in extension circles. However, it is so vital to ultimate success that it seems appropriate here. Extension's

area of work is strictly in the field of voluntary education. It was never designed as an action agency, nor as a relief agency. It has done much for people, but its greatest results have come from helping people to help themselves. Adherence to this concept in marketing extension is important—the temptations notwithstanding.

Cattle Club Members Study Marketing

Colorado 4-H members who were feeding fat cattle for market had an opportunity on September 23, 1953, to learn more of the practical side of marketing cattle. One hundred and thirty-eight exhibitors from 8 counties in Colorado and 1 in Nebraska took 226 fat beefs to market and later had an opportunity to discuss prices and the cattle market with buyers and commission men.

Instead of competing in a show for awards as in former years and then selling their calves at a special auction, this year 4-H and FFA members emphasized the practical aspect by taking their beef to market and then through the slaughter. Some of the Denver packers are cooperating by giving reports about dressing percentages, bruises, and other dressing information of the animals they purchased.

Junior exhibitors, their fathers and leaders, met at 8 a. m. to hear officials of the market explain the details of operating a central market. A. A. (Val) Blakley, president of the Denver Livestock Exchange explained the place of the commission firms; Dutch Schaulis, a head packer buyer told the young producers what a packer looks for when buying slaughter cattle; and John T. Caine III, National Western Stock Show manager, explained the stockyards operations and told of the value of the central market.

During the special market day for junior cattle feeders, commission men made it possible for the young exhibitors to visit with buyers and explained to them why some cattle were purchased at a higher price than others.



The producer is many miles removed from the consumer, and a number of marketing agencies perform the functions in between.

TURKEY

Every Day



TASTE for turkey in California needed whetting about 5 years ago, and the State Extension Service was called on to help build appetites for turkeys. California produces approximately one-sixth of the Nation's turkeys, the large proportion of which are of the heavy type.

To help move these turkeys, the Extension Service met with the turkey producers, feed dealers, processors, and other representatives of the industry to plan action for creating a wider demand for turkey. The campaign involved the following program:

1. Create a year-round market.
2. Increase the understanding of the nutritional and economical value of turkey as a food.
3. Give information on uses and methods of cooking turkey based on latest research findings.

Recognizing that turkey must be made available in smaller quantities, the committee decided to emphasize the use of half turkeys and turkey parts.

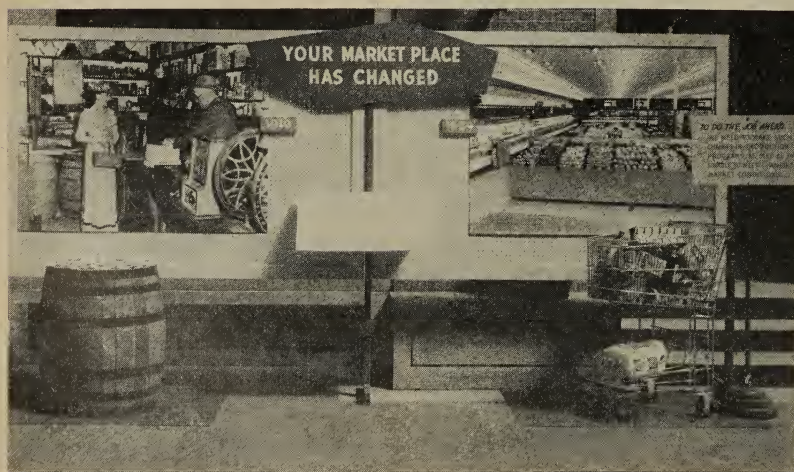
County agents, county home demonstration agents, poultry and nutrition specialists worked with committee representatives of the industry to plan the programs not only in turkey-producing counties, but in all counties of the State.

Plans were implemented to take information to the public through meetings, radio, press, circulars, and all other available means. In the two largest cities in the State, meet-

ings were held with women of the press. They used the information in all of their papers, which together represented a circulation of 3 million people. Large numbers of people were reached through the extensive distribution of four publications prepared by the Extension Service.

This vigorous "eat more turkey campaign," accompanied by an increasing population, has resulted in a remarkable increase in turkey consumption. California consumption last year was the largest on record, both in total tonnage and on a per capita basis, sufficient proof that the campaign was successful.

Do You Need an Exhibit?



Marketing in the early days — and now in the 1950's.

WOULD you like to borrow an educational exhibit to show how the market place has changed? The essential elements of the exhibit are available for loan as follows: Main title sign, placard below title, and the two mounted photographic enlargements. These elements could be attached to locally available panels and supplemented by a cracker barrel, market basket, and packages of food obtained locally. The aisle frontage of the exhibit as shown is 12 feet, and the shipping weight of parts available is 66 pounds. It will be necessary for you to pay the transportation charges.

If interested in obtaining such an exhibit write to Exhibits Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.



We Revise Our 4-H Cattle Sale

KEITH F. NEWBY, County Agent, Fergus County, Mont.

THE 4-H CATTLE SALE in Fergus County seemed to be running into difficulties about 3 years ago. Some folks were losing perspective on the 4-H beef project. They thought the young folks were entitled to a big fat premium—"after all they are just getting started." True, but aren't all kids just getting started? The 4-H members, it seems to me should have acquired a better set of values in their 4-H work. This sort of philosophy is too much like the modern fallacy, "the world owes me a living," and critics took note of it.

When I arrived in Lewistown the situation was ripe for a change. The 4-H Council recognized that all was not well with the sale and recommended that the sale be held about 6 weeks after the fair and that swine and sheep should also be sold. The local stockyard managers were willing to donate their services for an evening sale. The local service club which had been sponsoring the sale wanted to continue doing so.

After several committee discussions we decided to set up a system similar to the fair, that is a point system depending on their group placing—blue, red, or white. The agricultural committee of the service club was to solicit the premium fund. The first year 41 businesses contributed \$2,500, the second year 44 businesses contributed \$1,600, and last year 71 firms contributed \$1,350. Under the old system about 7 businesses had supported the sale. The past 2 years the amount has been about right; the first year it was too much.

On sale day, the animals were brought in the morning and judged in the afternoon on the Danish sys-

tem. The amount of premium per animal was based on a point system. The number of points depended on whether they placed in the blue, red, or white group. All of the animals were then numbered and put through the sale ring in the evening with no child or ribbon attached.

In October the local stockyards has 2-day regular sales; the 4-H sale is in the evening of the first day with most of the packer buyers present. Premium fund contributors are not expected to buy animals. The animals are sold for market price and in the same way as any other animals in the market. The young owners sit in the pavilion and watch the selling of their animals and are responsible for their bill of sales. With their check they receive a statement of weight of animals, price per pound, total price, amount of premium and deduction of 15 cents for brand inspection. They then

know what is premium and what is the selling price in the market.

As a member of the club agricultural committee I helped solicit the premium funds. Mention of the 4-H sale made some firms see red, but when I explained our present system they invariably contributed. Names of the contributors, but not the amount, are read on the radio program and given to the newspaper; and their names also appear on the back of the county achievement day program. The 4-H council has written personal letters to the contributors, and the individual members and leaders thank them personally.

The success of the sale these past 3 years is probably due to the understanding of the situation by the 4-H council, their willingness to do something about it, and the excellent cooperation from the stockyards, business firms, service club, and commercial buyers.

Food Handler Programs

L. E. HOFFMAN, Associate Extension Director, Indiana

THE FIRST marketing extension work with food handlers and retailers in Indiana was with fresh fruits and vegetables. A trailer, used as a laboratory, was pulled through the State, where various wholesalers cooperated in putting on demonstrations on the care and preparation of fruits and vegetables.

Although this type of training was very effective at the outset, it did not get at the basic problems of the trade. Thereafter, the program was developed on a broader basis.

A strong county program was de-

veloped through a retail steering committee, under the leadership of the county agent, who is already a skilled organizer and educator. The county committee consists of 3 or 4 progressive food handlers, a representative from perishable wholesalers, the chamber of commerce secretary, a retail equipment dealer, and others.

This committee meets in the fall to discuss the opportunities offered by the State marketing specialist in the schools and meetings already planned. The committee develops

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INFORMATION—*While It's Hot*

The county agricultural agent provides a real service to food marketing information specialists.

CARLTON E. WRIGHT, Extension Economist in Marketing, New York



These Long Island ducklings will soon grace the tables of thousands of families.

EXTENSION specialists in the business of providing food marketing information to consumers find themselves always in need of information themselves—while it's hot! Sure, we have at hand all sorts of historical and statistical facts—books, periodicals, reports—but we need details on today's situation, not just yesterday, last week, or last year. Where can we get up-to-minute facts on market supplies and prices? Who better than the county agricultural agent knows intimately just what is happening on the farms of his county?

County agents traditionally know what's going on. And they can, and do, provide assistance to food marketing information specialists "at the drop of a hat." It's easy to illustrate the point because of the close co-operation we in New York State have experienced with agents in the more



Great quantities of cauliflower are marketed by Long Island farmers in October and November.



Consumers in the New York metropolitan area want to know about the Long Island strawberry harvest in the spring.

than 6 years we have been conducting a food marketing information program for consumers in the New York Metropolitan area and in upstate New York.

"Carlton," the voice on the phone says, "get ready for cauliflower, Walt Been speaking."

"What's new, Walt, with cauliflower on Long Island?"

"The Riverhead Cauliflower Auction opened this afternoon. Only a few crates offered, but there's a lot more coming. And by the first of the week the supply will be heavy."

"Walt, what about the quality for this year's crop? And what's the outlook on price?"

"Never saw better 'flower', and there's plenty of it on the way. And the auction opened at 50 cents below a year ago. This hot weather is bringing the 'flower' on fast; the price will be pretty low by next week. I figure lowest prices for the year in another week and low prices for the next month or more."

"Thanks, Walt, we'll take it from there."

This conversation might be repeated on any number of agricultural commodities. All during the growing season we need to inform the consumer of the current situation on all kinds of locally grown foods. "Local foods make news" is not merely a saying. The consumer appreciates the facts, and we know she uses them.

We get lots of help in other ways, too, from the county agricultural agents. Every week during the growing season we receive a local situation report from each county agent through the cooperation of our State Department of Agriculture and Markets. The department sends the agent's reports to us after it has summarized the data for statewide reports. If, for example, we spot a killing frost on strawberries in the agents' reports from several growing areas in the State, we have advance information about the strawberry prospects. Phone calls to the county agents in these areas at harvest time tie our story down to the minute. A real service? I'll say so!

Let's get back to the county agricultural agents on Long Island. The

help they've given us is typical of that we've had from the agents in other sections. "You want to visit a Long Island duck farm? A potato grower? A sweetcorn grower? Come on out," says the county agent, "I'll take you around." And he has!

"You say you need an honest-to-goodness strawberry farmer on your television program in New York City? Give me the date and tell me what you want him to do. He'll be there. And he'll bring a crate of strawberries for use on the show, too." And he did!

"You need some cauliflower for TV? We'll send a crate in to a Washington Street commission house Wednesday night. You can get it out of their cold storage room in the morning and it'll be real fresh for your show."

"Sure our poultry association will supply you with two dozen broiler halves for your chicken barbecue exhibit at the Chicken Day at the Hotel McAlpin. Tell us where and when and we'll bring them in."

Yes, and we've met directly with grower groups in the blustery winter and on the farm lawn after supper in the busy summer. How does this come about? Why, the county agent, of course! And the farmer knows that any program which informs the consumer of the foods he grows helps him as well as the consumer.

We depend greatly on Government, State, and college reports for our background information. Yes, and on daily wholesale market reports and on weekly retail price reports, too, to keep us up to date. But when it comes to the information on the local supply, it's the county agricultural agent who gives it to us—while it's hot!

They Learn To Grow and Sell Grain

(Continued from page 215)

cereal chemist blended the sample and prepared it for the tests.

"The shows were planned to encourage greater interest and enrollment in the marketing activity," Whitehair commented. He said further:

"The days' events were arranged to give a variety of related subjects

in the educational programs and the maximum amount of information to those attending.

"The actual preparation and showing of the wheat samples by the individual club member was the original interest-getter. After the interest is obtained, the difficult job of giving marketing information is much easier. The shows were set up as educational programs, not competitive events," Mr. Whitehair said.

The shows were rated as a success with 375 club members participating. Plans for the future include enlarging the events and adding more in other parts of the State.

Learning activities in marketing show the scope and variety possible in the work. To complete the project, the club member must select and carry out three of the listed activities. They are as follows:

Visits to and a study of elevators, terminal market operations, railroad grain departments, and Federal inspection of grain on railroad cars are suggested activities. Others include: Listening to and interpreting market news; charting market price trends of major crops, a project for 12 months; making a map of the county and locating farmer cooperatives by types; taking part in seed grading and variety identification schools; and giving talks and demonstrations on grain marketing.

The club member's report includes a record of the activities completed and a 300-word story on "My Experiences in 4-H Grain Marketing Activity." County award winners receive gold medals. The State award is an educational trip to Chicago for two club members. The Chicago Board of Trade is the awards donor.

"The objectives of the marketing activity serve as a guide in our planning for the future of this phase of our club program," J. Harold Johnson, State Club leader, explained. "Two of these objectives are to help 4-H Club members get a better understanding of the principles and practices involved in marketing grain and to help them prepare for the responsibilities of rural living by participating in community activities and making contacts with leaders in the field of business."

Training the Specialists in CONSUMER EDUCATION

GEORGE AXINN and MARGARET McKEEGAN, Extension TV Editors, Michigan

THE FIRST few days on any new job are apt to be confusing. That's why the Cooperative Extension Service of Michigan State College put so much emphasis on training when it added eight new marketing and consumer information agents to its staff this past July first.

Michigan had been without a formal program in consumer education for several years. Then, as part of a combined Extension Service and Experiment Station program to strengthen Michigan agriculture through marketing research and education, things changed in a hurry.

The extension phase of the new program called for a team of 4 retailer education agents; 4 district marketing information agents; and the consumer information folks. And, the State legislature had provided that these people should report formally on their operation after its first 6 months.

Workshop Planned

Seeing the need for training of this group of new staff members, Director D. B. Varner and Editor Earl Richardson put the wheels in motion. The first 2 weeks on the job were set aside.

Mrs. Miriam Kelley, who was to head the consumer information group, of Michigan's Communications Training Unit, planned the program with us. They decided that the various channels of communications would be discussed together, and not as separate and competing factors. They aimed to intertwine training in marketing and food distribution with the training in methods of communication.

Balancing time against information needs, they agreed that each talk given to the trainees must be short, visual, dramatic, and to the point.

Each speaker was requested to bring a folder full of his information ready to hand to each trainee. In a way, the workshop was to provide its participants with the basis of their files, both in marketing and in communications.

Practice Sessions

Although the information about Michigan's agriculture, its foods industries, and distribution problems was complicated and voluminous, the trainees had a chance to digest it and use it in the communications parts of the program.

In addition to talks and demonstrations on nutrition, foods, distribution, production, and marketing problems the new agents visited retail food stores, farmers' markets, rail terminals, chain store warehouses—in fact, every phase of the industry about which they were to do extension work.

The communications part of their training involved practice in writing for newspapers, making radio tapes, producing television shows, and developing direct mail pieces.

In these practice sessions, the new agents used materials they were receiving each day in the marketing phase of their program. With coaching, and a chance to criticize each other, these periods gave each one an opportunity to improve her techniques.

Guest Appearances

Gale Ueland, Consumer Education and Food Marketing Specialist, Federal Extension Service, was with the trainees every day. She joined Mrs. Kelley in a 15-minute "eye opener" each morning, and related the work to similar projects across the country.

Campus visitors such as Administrator C. M. Ferguson and Frances

Scudder of the Federal Extension Service visited with the trainees as did Boston's Charlie Eshbach. Michigan Home Economics Dean Marie Dye and Agriculture Dean Tom Cowden each had a chance to lend inspiration to the sessions.

Then, as the 2-week session drew to its close, the new agents were furiously at work completing assignments. They had to show examples of radio, press, television, and direct mail use of some of the information they had gathered. And this they did with a special closed television circuit set up for them by MSC's WKAR-TV.

Since then, each of these marketing and consumer information agents has been setting up a program in her area. These programs are based on examination of all of the channels of communication at the disposal of each agent. They are, for the most part, balanced programs of collecting and disseminating information.

Now after 10 weeks in the field, the entire group has returned to Michigan State College for a chance to look over the programs each one has set up. They'll compare notes, hear about similar programs in other parts of the country, and have refresher training in areas where they express needs. Mrs. Kelley has visited consumer information projects in many parts of the country, and will contribute to further training with new ideas from other places.

These sessions have proved that intensive training of new personnel can mean fast results with a program in the field. But the cornerstone of its success is development of people—so that each one can evolve an individual program, suited to the needs and problems of an individual community.

Michigan's Marketing Program Expanded

DR. ROBERT C. KRAMER has been selected to head Michigan's new agricultural marketing program, which was made possible recently by a special State appropriation of \$144,000. Dr. Kramer says, "Team play is the key to Extension's phase of the program, including the college staff, county agents, farmers, and consumers."

Mrs. Miriam J. Kelley will head up the consumer information unit as an assistant State leader in home demonstration work. She will coordinate the work and training of

the eight information specialists to be located in Detroit, Flint, Saginaw, Lansing, Kalamazoo, Grand Rapids, Traverse City, and Marquette.

Dr. Dale Butz, who has been in charge of the retailer education project, will continue to lead that program. In addition to the two staff members employed from Federal funds, two specialists in retailer education hired from the special State funds have joined this section in agricultural economics. Two other retailer education specialists have been assigned to merchandising.

Four district marketing specialists will operate much as the current district horticultural agents do. Subject-matter guidance will come from many departments since this is to be an institutional program.

There are three groups with whom work will be carried on. Marketing agents will help growers obtain larger net returns from their marketings. Retailers will get assistance in lowering operating costs. Consumers will be shown how to obtain more satisfaction from their food dollars.

Director D. B. Varner said, "We hope this teamwork will continue through the counties where other regular extension staff members can lend a hand to this marketing program. Marketing is one of agriculture's greatest problems today and every extension staff member can and should accept our increasing responsibility to improve the marketing of our farm products."

Flannelgraph Used in Marketing Talk

A WELL PLANNED and executed educational program in marketing should provide for a free flow



of information among producers, handlers, and consumers, and between these several groups. The flannelgraph visual, shown on this page, was used to illustrate this point in a talk at the American Farm Economics Association meeting held at State College, Pa., August 25, 1954. The lack of understanding and exchange of information between various groups involved in our marketing system represents a serious deterrent to efficient marketing.

The first part of the visual placed on the flannelgraph depicts an educational institution with rays showing information emanating from it. This was followed by the individual figures representing producers, handlers, and consumers to indicate to whom the information is directed.

In our educational work in marketing, there are certain people who work primarily with consumers,

others who concentrate on on-the-farm marketing problems and some who deal mostly with handlers, and others who work with all these groups. One of the major jobs in developing educational work in this field is to get a coordinated program.

It is not enough just to have information going to producers, to handlers, and to consumers. The arrows were added to the flannelgraph to show the additional lines of communication needed. To show this flow of information, the first arrows pointed from producers, to handlers, to consumers. Then arrow points were attached on the other end of the arrows to show that the information must go both ways. Other arrows were added to show that information must go back to the educational institution to help educators see the problems and needs of the people they are working with.

"Put Them Where They Can Get Them"

GEORGE R. DUNN, County Agent, Edwards County, Kans.

DO YOU ever think about the number of farmers who visit your extension office and the percentage of those who take a bulletin or circular home with them?

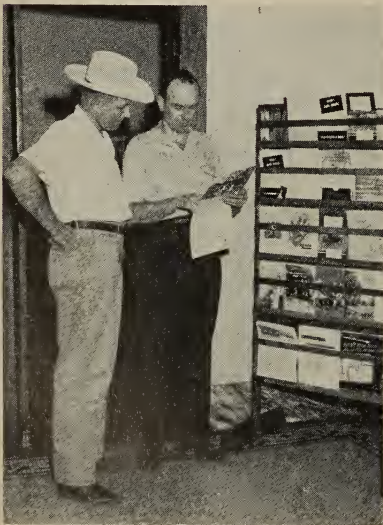
Of the 1,000 farmers in my county, about 30 percent come to the office for information frequently. Of this 30 percent, only 7 percent pick up available extension publications. The other 23 percent don't bother to accumulate a home reference library of bulletins, but come back each time for information that could have been available right at home had they accumulated a series of circulars and bulletins from the extension office. Another 35 percent of these 1,000 farmers call the office by phone for information and never come to the office. Farmers all over America go to town on Saturday afternoon, yet most extension offices are closed at that time.

What about all these fine publications that are available to your farmers! Are they getting them in your county? We have a Put Them Where They Can Get Them campaign on in this county, and it has increased the output of bulletins and circulars 60 percent with an estimated 85 percent of the farmers now aware of the publications available to them.

This was accomplished by the cooperation of a local lumber company, the cooperatives, and the Extension Council. Several excellent bulletin racks were made and these were placed in banks, farmers' cooperatives, the county farm bureau office, hatcheries, and lumber yards. The racks in the banks contain mostly bulletins on farm management, finances, and agricultural statistics. At the hatchery, publications on poultry, feeds, and diseases are featured. At the cooperatives, publications on

grains, varieties, fertilizers, and feeds are available to the farmers. At the lumber yards, a supply of plans for houses, barns, and corrals along with up-to-date circulars on engineering and construction of silos are all available.

These publications are located where farmers frequently go. The bankers, feed men, and lumbermen all call attention to the circulars available. This program has won our extension program many more friends. Farmers try one and, with good results in a practice, will come back for more information and consequently will join the ranks of that original 30 percent that frequently come to the county extension office for information. So, let's "Put Them Where They Can Get Them."



A. J. Collins, president of a bank, shows County Agent George R. Dunn an extension circular that is popular with his customers.



Floyd Harris, owner of Harris Hatcheries, always insists that his customers take home timely bulletins from the rack in his hatchery.

Welcome Is The New Market

(Continued from page 214)

The office building, which is located on the market site, will be converted into a home for agricultural agencies. In the past, offices of the county and home agent, Soil Conservation Service, and other USDA agencies have been scattered. Many farmers complained of having to drive all over the downtown area if they had business with more than one agency. Negro agents also will be housed in the agriculture center. The Davidson County court appropriated \$60,000 for necessary changes and stipulated that the center should be ready early this winter.

The Davidson County agent, Oscar L. Farris, was instrumental in bringing about these improvements in marketing facilities.

Marketing Challenge

(Continued from page 212)

in planning and developing marketing programs when requested by your State extension director or others designated by him.

The 1954 Yearbook of Agriculture, released October 3, is devoted entirely to the subject of *Marketing*. In the Foreword, written by Secretary Benson, it is stated "Greater emphasis than ever before has been placed on marketing as a mainspring of our national and individual lives. I am confident that we shall meet that challenge—that all of us, fully informed as to the scope and demands of marketing, will reach our goal of stable well-being." This yearbook on *marketing* has been directed to farmers, marketing people, and public workers, including extension workers. Becoming thoroughly acquainted with its contents could well be the first step in expanding your extension program in *marketing*.

Food Handler Programs

(Continued from page 222)

the year's program and the county agent usually handles the publicity.

The State retailer education program is coordinated at the State University by an advisory committee, consisting of extension staff specialists from the various departments and the director of extension. The group evaluates the program and advises and coordinates with other fields of work in order that the overall extension program will be an integrated, united whole.

The county programs, planned by the retail steering committee, are geared to the needs of local handlers. Schools are conducted on a discussion demonstrational basis. Extensive use is made of color slides, flannelgraphs, actual merchandise, and other visual aids.

Some topics covered are (a) meat pricing and cutting tests; (b) self-service meat—preparation of departmental layout; (c) preparation and display of fresh fruits and vegeta-

bles; (d) self-service produce; (e) food store management; and (f) business outlook for food distributors.

An annual food retailer clinic is held at Purdue which climaxes retailer schools held in the various counties. This program is beamed at management and deals more with overall store problems. The entire university resident teaching staff is available to participate in this clinic. Outstanding food store operators lead discussion groups.

A periodic newsletter is written by the State specialist, summarizing latest research reports and technical information on food handling. A summer training school for meat cutters was held at Purdue this past summer in response to a request by the trade and endorsed by meat packers.

Food Merchandising Education

(Continued from page 213)

meeting, in spite of our efforts to be informal and friendly. Although questions were encouraged, few were asked at this first meeting. If we had felt that this meeting was to be indicative of all meetings, we would have discontinued the series at this time, but a strong belief in the need for this program made us continue.

Our second meeting pertaining to Selling Meats, had a stronger appeal for the merchants. And too, the guest speaker did an outstanding job of relaxing the group and getting questions from them during and after the meeting. The average attendance was 30 for the series of meetings. A high of 60 attended the poultry marketing meeting.

At the poultry meeting, many of the meat men saw for the first time exactly how they could prepare turkeys in different ways as special offerings for customers. Since this meeting was held at the university, the three-man committee and the Extension Service poultrymen prepared a poultry barbecue for the merchants. In addition to providing

information and recreation, we acquainted a new group with the university, and had the opportunity to show these trade people just what facilities the university could offer for their use.

Before each meeting a letter was sent to the merchants in the area. We also visited stores personally to encourage the attendance of the owner-manager or other personnel and to receive comments and criticisms regarding program content. Our tenth meeting, held in competition with the local baseball team and a championship fight on television, had no reduction in attendance. This fact alone indicated the need for Extension to work with food retailers.

Other Review Articles on Marketing

The November 1953 issue was devoted to marketing.

When a Marketing Problem Arises

—December 1953

The City Cousin... December 1953

What We Want in Marketing Education.....March 1954

An Extension Exhibit on Economy Cuts of Beef.....April 1954

More Milk for More People

—April 1954

4-H Tomatoes Fill the Bill

—May 1954

Friends from Canada

A group of young people from Ontario, members of the Young Farmers and Homemakers groups, paid the Federal Extension Service a visit recently. These young folks are selected on much the same basis as our delegates to the National 4-H Club Congress. They were on what they called a two nations' tour, first visiting their own capital at Ottawa, then the United Nations headquarters in New York City, and then on to Washington, D. C.

What Information Do Farmers Want and Use?

Summary of a lecture by STANLEY ANDREWS, Executive Director, National Project in Agricultural Communications, before the National Marketing Workshop, Cornell University, August 27, 1954.

NO ONE NEEDS to worry about the lack of facilities for exposing farm families to market reports. With 99 percent of the Nation's farm families owning one or more radios or television sets and with 1,200 radio stations broadcasting market news, there's no shortage of opportunity to hear the market reports. Better than 80 percent subscribe to a farm publication or newspaper carrying market news, and these total more than 1,700 with a circulation of 50 million.

The question is: Does he read or listen to the market reports? He is interested in the price he gets for his cattle or corn, I am sure. Whether a farmer belongs to a co-operative which normally performs a marketing service for him and reports the price received later; whether he contracts his products in forward selling, or whether he is an individual seller of a small lot in a street market or auction, he is always vitally interested in the price of his products.

As I see it, there are about seven distinct groups concerned with the market quotations of a given product as it moves from the farm. The first is the farmer. The next man in line is the local buyer or the middleman. Next is the primary processor. That may be a cotton gin, a tobacco warehouse, a canning plant, a poultry dressing plant, a milk cooling station, creamery, or local elevator, depending on the product.

After that comes the fellow who puts the final finish on the product—the manufacturer, the warehouse, the grocer or cloth broker, the

wholesale distributor. Finally there is the retailer, then the consumer. All of these people take an interest in the market price.

My own observation is that the two least informed people in this whole string of services and transactions as to the market value of the product handled are the farmer who produced the product and the consumer who pays the last price for it.

Summary of Seven Surveys

Counting two studies on local broiler markets, State and Federal agencies have made about seven surveys on market information. While there seemed to be no common pattern or objectives in the seven different studies, it is quite remarkable that a general study shows about the same general strengths and weaknesses in our marketing information setup. Since we should try to correct weaker points I will relate the five or six common weaknesses which ran through all of these reports.

Name the Median Price

Market news received by farmers over their radios, through their newspapers and other local media was not specific enough, either as to price range or quantities of a given product sold at the top or bottom prices. Steps to correct this deficiency on poultry quotations in the Michigan survey were taken immediately after this was discovered. Now there is a median or common quotation which covers the bulk of the poultry moving on that day. This has proved to be a much more realistic quotation.

Most farmers were unable to translate the central market quotations into what their product should bring locally. Since a major part of all farm products is sold in a local market, localized quotations were considered vital to the practical use of the central news by the producer.

What's the Trend?

There was a need for trend information in local and central day-to-day reports—some basis for assessing movements of supply and prices.

Use Known Terms

Terms used in describing market fluctuations meant very little to producers. The words "light and heavy" to describe runs, prices up 25 cents or down a certain figure, meant very little unless some figure or base was quoted as the starting point. Farmers do not have time to look up a newspaper or put down yesterday's or last week's quotations. The very nomenclature used to describe a given situation in a market, while perhaps meaningful to the commercial market man watching the market all of the time, meant very little to the average producer.

Make It Interesting

Space and type used in newspapers, and the listless and uninspired reading of the market reports on radio and television, left the listener with the impression that this was some routine task of little importance that had to be performed; hence, they considered such material of little value also.

Who Is the Authority

About 40 percent of the Ohio farmers consulted about three sources of market information before they decided to sell; 49 percent looked at the bulletin board at the local elevator; 47 percent looked up quotations in the daily newspaper on wheat, corn, or soybeans; 31 percent got the report from the radio.

Three general reasons were given by farmers for selecting a particular station or newspaper or other source for market information.

Forty-two percent listed quality of the report as their choice of a particular station or publication.

Thirty-one percent listed the personality of the reporter and the relation of newspaper or other publications to the community. For instance, in Michigan there was a very direct correlation between the local news in a newspaper, how it is handled and the interest of the publication in the community, and the extent the publication was looked to for market news of a local or regional nature.

In every case in all of the surveys, farmers wanted discounts quoted and explained.

These surveys were in areas and States where a great deal of effort has been made to develop adequate market news services to meet specific problems. Iowa perhaps has the most elaborate system of reporting of markets of any State in the Union.

On the West Coast the State of Oregon has developed a very effective local reporting market service. It is widely listened to by producers in that area primarily because it stems from the Oregon College of Agriculture. It deals with local West Coast markets, and there is a fairly comprehensive but simplified interpretation of the markets by the extension and college economists.

The State of Alabama has developed in cooperation with the Federal service an effective market reporting system. There is a State hook-up of radio stations twice daily with the national markets presented along with localized reports from each station area. This brings the market down to the area where the average farmer actually turns his products over to the market. It thus bridges this important gap between the central market quotations and the actual paying price in the local market.

We haven't time to go into how this Alabama service was developed, but we should say that it started by a wide-awake PMA marketing specialist cooperating in the training program of veterans in agriculture under the GI Bill. These fellows, when they got an idea of what sound market information could mean to them in their farm operations,

raised such a howl that the radio stations and the State got busy to meet the needs. Alabama, incidentally, has regular courses in the adult vocational agriculture and high school classes on how to use market information effectively.

I have repeatedly said that market information, the basic national and world economic factors affecting the individual farmer and his enterprise, is a dead-end street of communications. Yet, I sincerely believe that what happens in the realm of agricultural policy and trade in this country and abroad over the next 25 years will have more to do with how the farmer and his family make out on the farm than whether they can produce another extra quart of milk or a bushel of wheat, or what have you. I think we have pretty well licked the production techniques and how to get them across. *We have not even touched the management and over-all economic factors which must come into play in modern agriculture at the time the farmer plants his crop, not a year later. . .*

No country in the world spends as much money and effort on gathering tomes of information and data for what we hope will be of service to the farmer than does the United States. Too often we go through all of this—the gathering, the tabulation, the telegraph tolls and clacking and pushing of machines only to flub the ball with the very person we are hoping to serve—the producer. We can do better. We at National Project in Agricultural Communications are willing to join with government, radio, and the newspapers, and we must do better.

New 1954 Yearbook of Agriculture is devoted to *Marketing*. The new book *Marketing* contains 88 chapters written by 117 writers, most of whom are U.S.D.A. and land-grant college workers. Each county extension office will receive a copy of the yearbook *Marketing* in the near future. Every extension worker will want to read this book.

5-Acre Cotton Contests

(Continued from page 219)

zed and published annually for the benefit of all cotton growers. At the present time the interest of boys over 15 years of age is invited, and special prizes are offered to 4-H Club members by a cotton association. Thus the contest ties together a good cross section of all who are interested in cotton, including growers, seed breeders, mercantile groups, manufacturers, cotton seed crushers, and others. Through the teamwork thus organized the average yields per acre gradually increased.

It is true that the total acreage planted to cotton has decreased about 50 percent, but the total production of cotton has decreased only about 24 percent. The average yield of lint cotton per acre for the past 5 years, covering the period 1949 through 1953 in South Carolina, is 275 pounds, or 50 percent greater than for the earlier 5-year period.

It is often said that extension work does not reach the small farmer, but average yields and improvement in staple length must be evidence that the majority of small farmers have been affected.

The end is not yet in sight. In the fierce and unrelenting competition which confronts the cotton producer on every side, he must continue to have the help of seed breeders and seed multipliers and educational services so as to produce the newest and best cotton from the standpoint of the staple strength and length. He must also give attention to the multitude of other new developments in cotton production. The spinning quality and values of the crop grown in this State have been quite generally recognized as tops.

Ellison S. McKissick, vice president of the South Carolina Textile Manufacturers' Association, recently said at the annual cotton contest awards luncheon, "Today in America, thanks to seed breeders, our 'pastors of the soil' (county agents), our technologists and our researchers, and to men like you award winners to whom I referred as the real 'kings of cotton,' our cotton fiber generally has qualities that make it the most desirable throughout the world."

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